Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Message Text

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PAGE 01 LONDON 02092 01 OF 02 151702Z

44
ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 AID-20 CIAE-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03

CIEP-02 LAB-06 SIL-01 OMB-01 PA-04 PRS-01 USIA-15

INT-08 FEA-02 CG-00 DRC-01 DODE-00 AEC-11 SCI-06 /150 W
---------- 051369
R 151653Z FEB 74
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 8021

UNCLAS SECTION 01 OF 02 LONDON 02092

E.O. 11652: N/A
TAGS: ECOM, BEXP, UK
SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR THE UNITED KINGDOM FY 1975

REF: (A) 006882, (B) A-322, (C) LONDON'S A-1475, (D) A-40

THIS YEAR'S PROGRAMMING CYCLE FOR THE UNITED KINGDOM IS BEING CARRIED OUT AT A TIME OF VERY GREAT POLITICAL AND ECONOMIC UNCERTAINTY IN THE COUNTRY. ALTHOUGH THE RECOMMENDATIONS FOR THE PROGRAM ARE SET OUT BELOW IN A POSITIVE FASHION, THESE UNCERTAINTIES LEND AN INEVITABLE TENTATIVENESS TO OUR PREDICTIONS AS TO WHAT CAN ACTUALLY BE ACCOMPLISHED HERE IN FY 1975. EXTERNAL EVENTS MAY VERY WELL FORCE MAJOR CHANGES IN OUR ASSUMPTIONS OVER THE NEXT FEW MONTHS AND WE HOPE THAT ALL PARTIES CAN MAINTAIN UTMOST FLEXIBILITY IN THEIR APPROACH TO THIS PROGRAMMING EXERCISE.

BEARING IN MIND THE ABOVE CAVEAT, WE RECOMMEND THE FOLLOWING OBJECTIVES AND ACTIONS FOR THE FY 1975 UNITED KINGDOM COUNTRY COMMERCIAL PROGRAM. THIS PROGRAM IS A FOLLOW-ON OF THAT SET FORTH IN REF C.
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PAGE 02 LONDON 02092 01 OF 02 151702Z

OBJECTIVE ONE: TO SELECT THREE SUB-CATEGORIES EACH IN

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

THE 1975 TARGET INDUSTRIES OF ELECTRNIC COMPONENTS, FOOD PROCESSING AND PACKAGING AND COMMUNICATIONS EQUIPMENT AND SYSTEMS FOR EXPLOITATION LEADING TO INCREASED U.S. MARKET PENETRATION.

ACTION ONE:CUEING OURSELVES ON THE SEPTEMBER 1974 LTC SHOW ON ELECTRONIC COMPONENTS AND THE APRIL 1975 COMMUNICATIONS EQUIPMENT AND SYSTEMS LTC SHOW AS WELL AS EXISTING MARKET RESEARCH, DEVELOP A SCHEDULE OF DIRECT CONTACT WORK WITH THE PRINCIPAL POTENTIAL AGENTS AND/OR CUSTOMERS FOR AMERICAN EQUIPMENT IN THESE AREAS. OUR TARGET IS FOR THE OFFICER AND COMMODITY ASSISTANT RESPONSIBLE FOR THESE TWO AREAS TO EACH SPEND 15PERCENT OF THEIR TIME ON DIRECT CONTACT WORK DEVELOPING AGENCY, LICENCING AND TRADE OPPORTUNITIES AS WELL AS ASSISTING IN THE PROMOTION OF THE LTC SHOWS.

ACTION TWO: IDENTIFY THREE SUB GROUPS OF THE HIGHEST SALES POTENTIAL IN THE FOOD PROCESSING AND PACKAGING FIELD. IDENTIFY AND EVALUATE A MINIMUM OF TEN PRIME POTENTIAL AGENTS FOR AMERICAN MANUFACTURES IN EACH OF THESE SUBSECTORS. THROUGH PERSONAL CONTACTS WITH THE IDENTIFIED POTENTIAL AGENTS DEVELOP A MINIMUM OF 30 INCREMENTAL TRADE OPPORTUNITIES IN THIS AREA.

ACTION THREE: DRAWING ON THE PROFILE OF THE SEMI-AUTONOMOUS POST OFFICE WHICH WE WILL HAVE CONSTRUCTED BY FY 1975, DEVELOP A STRATEGY FOR THE ENCOURAGE-MENT OF U.S. SYSTEMS SALES TO THIS ENTITY THROUGH IN-CREASED USE OF THE TOP AND OTHER USDOC PROGRAMS.

OBJECTIVE TWO: TO EXPLOIT OUR IMMEDIATE ADVANTAGE IN THE FIELDS OF ENERGY SYSTEMS, NORTH SEA OIL PRODUCTION, AND IN COAL PRODUCTION.

ACTION ONE: ENERGY SYSTEMS: DECISIONS ON THE PART OF HMG EXPECTED IN THE NEAR FUTURE INDICATE THE LIKELIHOOD THAT WE WILL HAVE AN IMPORTANT SUPPORTING ROLE IN THE MARKETING OF U.S. DESIGN NUCLEAR REACTORS IN THE U.K.
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THESE SALES EFFORTS ON THE PART OF TWO LARGE U.S. FIRMS IN THE FIELD PROBABLY WILL COME TO A PEAK AT THE BEGINN-ING OF FY 1975 AND COULD LEAD TO HIGHLY SIGNIFICANT INCREMENTAL U.S. EXPORTS OVER THE NEXT FEW YEARS. THE COMMERCIAL BRANCH, ALONG WITH OTHER ELEMENTS OF THE EMBASSY, EXPECTS TO FURTHER THESE EFFORTS THROUGH ALL APPROPRIATE MEANS OF ASSISTANCE TO THE U.S. PRIVATE SECTOR AS A MATTER OF VERY HIGH PRIORITY.

ACTION TWO: THE ENERGY CRISIS IS LEADING HMG TO CALL

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

FOR MORE URGENT EFFORTS IN THE EXPLOITATION AND EXPLORA-
TION OF THE OFF-SHORE OIL DEPOSITS SURROUNDING GREAT

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PAGE 01 LONDON 02092 02 OF 02 151706Z

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ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 AID-20 CIAE-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03

CIEP-02 LAB-06 SIL-01 OMB-01 PA-04 PRS-01 USIA-15

INT-08 FEA-02 CG-00 DRC-01 DODE-00 SCI-06 AEC-11 /150 W
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R 151653Z FEB 74
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UNCLAS SECTION 02 OF 02 LONDON 02092

BRITAIN. THIS INCREASED EFFORT COUPLED WITH THE OFFSHO-
RE OIL INTERNATIONAL EXHIBITION SCHEDULED FOR LONDON IN
OCTOBER OF THIS YEAR, SHOULD LEAD TO EVEN MORE OPPORTU-
NITIES THAN IN THE PAST FOR U.S. FIRMS TO DEVELOP TRADE,
LICENCING AND JOINT VENTURE OPPORTUNITIES. THE ENCOUR
AGEMENT OF THESE EFFORTS SHOULD REMAIN A MATTER OF HIGH
PRIORITY WITH THE EMBASSY. WE SHOULD ALSO CONTINUE TO
MONITOR HMG EFFORTS TO ENCOURAGE THE PARTICIPATION OF
U.K. FIRMS IN THIS AREA IN ORDER TO AVERT DISCRIMINATION
AGAINST AMERICAN FIRMS. A TYPE I EXHIBIT IN THE OFFSHORE
INTERNATIONAL EXHIBITION AT OLYMPIA IN OCTOBER 1974 WILL
BE OUR FIRST SPECIFIC ACTION IN FY 1975. IN ADDITION,
PLANNING FOR U.S. PARTICIPATION IN THE SEPTEMBER 1975
ABERDEEN OFFSHORE EXHIBITION AND CONFERENCE SHOULD GET
UNDERWAY IN EARLY FY 1975.

ACTION THREE: CONTINUE OUR CONTACTS WITH BOTH PRIVATE
AND GOVERNMENT COAL CONSUMERS TO INSURE THAT ONCE

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

SUPPLIES ARE AVAILABLE WE SHALL BE ABLE TO SECURE A SIGNIFICANT SHARE OF THE MARKET FOR IMPORTED COAL WHICH WILL EXIST HERE THROUGH MOST OF FY 1975 .

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OBJECTIVE THREE: CONTINUE OUR EFFORTS TO INCREASE U.S. PENETRATION OF THE UNITED KINGDOM CONSUMER MARKET.

ACTION ONE: CARRY OUT TWO MAJOR IN-STORE PROMOTIONS IN THE LONDON AREA DURING FY 1975 AND DEVELOP TWO FURTHER SUCH PROMOTIONS FOR FY 1976. IN CONNECTION WITH THE LATTER PROMOTIONS INVESTIGATE POSSIBILITY OF STAGING ONE OUTSIDE OF THE LONDON AREA.

ACTION TWO: CARRY OUT PHASE II MARKET RESEARCH AS SUGGESTED IN LONDON'S A-1475 AND ATTEMPT TO DEVELOP BSP'S AT LTC OR SIMILAR ACTIVITY IN THIS FIELD DURING LATTER PART OF FY 1975 OR EARLY 1976.

ACTION THREE IN CONJUNCTION WITH DEPARTMENT OF COMMERCE ATTEMPT TO DESIGN A FRANCHISING/TRADE MISSION/SEMINAR PROGRAM AS SUGGESTED IN LONDON'A A-40, DESIGNED TO PROMOTE THE EXISTING LATENT INTEREST IN THE DO-IT-YOURSELF FIELD IN LATE FY 1975 OR FY 1976. THE INITIAL TARGET SHOULD PROBABLY BE IN THE EQUIPMENT FIELD ALTHOUGH FURTHER RESEARCH WOULD BE NEEDED TO CONFIRM THIS IMPRESSION.

OBJECTIVE FOUR: PROMOTION OF BUSINESS TRAVEL TO THE UNITED STATES.

ACTION ONE: STAGE THE FIRST OF OUR EXPERIMENTAL BUSINESS TRAVEL GROUPS TO A MAJOR U.S. TRADE EVENT ON THE RIO AND BERNE PATTERN IN THE FIRST SIX MONTHS OF FY 1975. DEPENDING UPON THE SUCCESS OF THIS VENTURE A PROGRAM OF IDENTIFICATION OF APPROPRIATE U.S. EVENTS AND THE ENCOURAGEMENT OF U.K. BUSINESS TRAVEL TO SUCH EVENTS SHOULD BECOME A REGULAR PART OF THE COMMERCIAL BRANCH'S PROGRAM.

OBJECTIVE FIVE: INCREASE BRITISH INVESTMENT IN THE U.S.

ACTION: DEPENDING UPON THE SUCCESS OF THE PROVINCIAL "MINI" REVERSE INVESTMENT SEMINARS NOW PLANNED FOR THE SPRING OF THIS YEAR, THE COMMERCIAL BRANCH WOULD PLAN TO MAKE THE SCHEDULING OF FURTHER EVEN TS OF THIS NATURE A
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Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

MATTER OF PRIORITY INTEREST.

RESOURCES: WE UNDERSTAND THAT THE STATE DEPARTMENT BUDGET FOR FY 1975 MAKES PROVISION FOR THREE PROFESSIONAL LOCALS FOR COMMODITY/INDUSTRY WORK. WE ARE NOT REQUESTING ADDITIONAL STAFF BASED ON THIS ASSUMPTION BUT REINSTITUTE THE REQUEST IN THE EVENT THAT OUR UNDERSTANDING IS INCORRECT.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BUDGETS, GOVERNMENT EXPENDITURES, ECONOMIC REPORTS
Control Number: n/a
Copy: SINGLE
Draft Date: 15 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974LONDON02092
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740229/aaaabbki.tel
Line Count: 234
Locator: TEXT ON-LINE
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: (A) 006882, (B) A-322, (C) LONDON'S, A-1475
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 25 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 FEB 2002 by elbezefj>; APPROVED <02 DEC 2002 by shawdg>
Review Markings:

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US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM FOR THE UNITED KINGDOM FY 1975
TAGS: ECON, BEXP, UK
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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